

Visit Los Osos/Baywood
(Los Osos, Baywood Park, uninc. Morro Bay
Local Fund Advisory Board)

Minutes

June 23, 2015 – Sea Pines Golf Resort, Los Osos

Board Members Present:

Bill Lee, Back Bay Inn
Gary Setting, Sea Pines Golf Resort (Chair)
Steve Vinson, LOBP Chamber of Commerce

Others Present:

Paul Irving, Bayside Life/Big Big SLO (Marketing)
Denise Robson, Vacation Rental Owner

Absent: Alex Benson, Baywood Inn (excused) and Pandora Nash-Karner, Vacation Rental Owner (excused)

CBID: Cheryl Cuming (CAO)

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1. **Call to Order:** By Chair Gary Setting at 9:04 a.m.
 2. **Public Comment:** None
 3. **Consent Items:**
 - a. Approval of 5/26/15 Minutes: Steve Vinson made a motion to approve the Minutes of the May 26, 2015 Meeting as written with no additions or corrections. Bill Lee seconded the motion; motion carried.
 4. **CBID Update/Financials/Programs Funded through Local Boards:**
 - a. May Local Fund Update: There was a 76% increase in unique visitors to the website since May 2014. The year-over-year comparison of January through March showed an increase in TOT of 19.1% for Los Osos and Baywood Park. Cheryl mentioned that San Simeon has partnered with Hearst Castle to fund a Highway 1 Closure alert for their website and has offered sharing of the alert to other local area boards.
 - b. Results from Local Fund Survey re: Shared Assets Program: Cheryl thanked everyone for participating and reviewed the results. The Highway 1 Coastal Discovery Route maps and Local Discovery Loop Maps ranked as the most important assets to the local fund board members with Guest Blogging and Coastal Discovery and Stewardship Month ranking the least important. Cheryl mentioned that Coastal Discovery and Stewardship Month has driven overnight stays and the CBID is still looking to expand on the program. The "On the Road with Jo" travel show also ranked low, but Cheryl stated that it is a new show and has driven a large engagement through YouTube.
 - c. 2015-2016 CBID Plan Review: Cheryl reviewed the summarized plan (the full, 20+ page report can be obtained upon request) and stated that the main goals are to Evolve & Clarify Consumer Brand; Increase Stays & Length of Stays; and Create Efficiencies & Shared Assets. The CBID will continue to be a platinum sponsor of Savor the Central Coast in 2016 and the pavilion setup will be changing this year, with Sunset Savor staging the section of the pavilion for the CBID. The \$5,000 Getaway contest launched June 1st and is targeted towards Orange County. "On the Road with Jo" has brought in 1.5 million views on YouTube in the past 4 ½ months, and the CBID is looking to expand the show's viewing capacities. Stay page views are declining, so the CBID is working on re-designing the page.
 - d. The next CBID Board Meeting is scheduled for June 24th at 12:00 p.m. at the Apple Farm.
 5. **Financials:** The total assessment collection through April was 2.6% and the budget report was reviewed. Cheryl suggested that the board anticipate a 5% increase in revenue when preparing the 2015-2016 Budget (the anticipated revenue was nearly reached at the end of April) and was encouraged to consider the potential CBID Co-Ops that will some become available. Gary will prepare a draft to present to the board at the July meeting.
 6. **Committee Reports:**
 - a. Beautification/Outreach: Alex was not in attendance, but it is known that he is working on signage.
 - b. Events and Marketing:
 - i. Paul met with Lee of the Morro Bay Wine Seller and they came up with the idea to create coupons for lodgers to distribute to their guests for a free tasting. Each coupon used would cost

\$1 to the distributing lodging property. Discussion included the burden of accounting, additional task towards staff members, and the fact that coupons are already in place at some lodging properties at no cost. Alternative idea was to offer a free tasting with purchase or two for one tasting coupons.

- ii. Events: Martini de Oro is taking place on August 27th; Art After Dark events will take place on the last Friday of each month at the Community Center, which is a pop-up gallery by local artists; Sea Pines Saturday concerts are ongoing as well as Baywood Mondays; Boatyard & Bayfest is August 30th; and Oktoberfest is October 25th. Paul asked if the board would find a printed Events Calendar useful. It was stated that an e-mail format might be more convenient to include in newsletters and reservation confirmations and it was suggested that a Seasonal calendar be created. Paul will work with the SLO Chamber on this.

iii. Paul Irving Update:

- c. Stewardship Traveler Program Liaison: Bill found the cost of a flat (36 plants) of milkweed is \$15. They are starting to flower, which means now is the time for planting. Bill has volunteer staff to plant if no other volunteers are available. Mary Golden was not in attendance of the meeting, but was going to coordinate the milkweed project. Cheryl recommended that an organization, such as the CCSPA, request the funds to purchase the plants. A stewardship activity can then be created for 2016.
 - i. Stewardship Weekend/Getaway: The committee includes Pandora, Denise, and Paul. Pandora is out of town until August 10th, but they will meet when she returns to discuss details.

7. Action/Discussion Item

- a. Discussion & Vote for Approval – Board Application, Denise Robson: Denise told the board a little about herself, which included that she is an advocate of Los Osos and enjoys sharing that enthusiasm with her guests. She has been involved with tourism through the SLOVCB and enjoys the industry. Bill Lee made a motion to accept Denise Robson's Board Appointment Application. Steve Vinson seconded the motion; motion carried.
- b. Discussion & Vote for Approval – Renewal of Board Terms for Pandora Nash-Karner, Alex Benson, and Gary Setting: Bill Lee made a motion to accept the Continue-to-Serve letters for renewal of board terms for members Pandora Nash-Karner, Alex Benson, and Gary Setting. Steve Vinson seconded the motion; motion carried. Gary mentioned that if any member is interested in taking over his position as Board Chair, he would be willing to step down.
- c. Discussion & Vote for Approval – Website Maintenance, Paul Irving: Paul stated that he would be able to re-create the website within his allocated monthly hours in a format that he is already familiar with. The only additional cost would be the hosting fee of approximately \$96 annually. Bill Lee made a motion to approve a website hosting charge, to be reimbursed to Paul Irving on his monthly invoice, in the amount of \$100. Steve Vinson seconded the motion; motion carried. Paul will create the website and present to the board for review at the next meeting.

8. Future Agenda Items/New Business:

- a. Discussion & Vote for Approval – Renewal of Board Term, Steve Vinson
- b. Mid-Week Stay Brainstorming

9. Closing Comments:

- a. Pandora will not be in attendance of the July meeting.
- b. Gary has expressed interest in joining the TMD Board.
- c. Gary stated that mid-week stays are needed, as his weekends are all booked throughout the summer. Marketing/Promotions and packages may help. Denise stated that this would be a great use of the events calendar mentioned under Marketing/Events. This will be discussed further at the July meeting.

10. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, July 28, 2015

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

11. Adjournment

The meeting was adjourned at 10:08 a.m. (Bill, Steve)